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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/695,016	10/23/2000	Peter E. Blackshaw	PLNTP003	3308
30074	7590	11/02/2005	EXAMINER	
TAFT, STETTINIUS & HOLLISTER LLP SUITE 1800 425 WALNUT STREET CINCINNATI, OH 45202-3957			COLON, CATHERINE M	
		ART UNIT	PAPER NUMBER	
			3623	

DATE MAILED: 11/02/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/695,016	BLACKSHAW ET AL.
	<b>Examiner</b>	<b>Art Unit</b>
	C. Michelle Colon	3623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

1) Responsive to communication(s) filed on 19 August 2005.

2a) This action is **FINAL**.                    2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

4) Claim(s) 16-27 and 55 is/are pending in the application.

4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.

5) Claim(s) \_\_\_\_\_ is/are allowed.

6) Claim(s) 16-27 and 55 is/are rejected.

7) Claim(s) \_\_\_\_\_ is/are objected to.

8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

1) <input type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____ .
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____ .	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____ .

### **DETAILED ACTION**

1. The following is a Final Office Action in response to the communication received on August 19, 2005. Claims 1, 3-15, 28-54 and 56-58 have been canceled. Claim 2 was previously canceled. Claim 27 has been amended. Claims 16-27 and 55 are now pending in this application.

#### ***Response to Amendment***

2. Applicant's amendment to claim 27 is acknowledged. The amendment is sufficient to overcome the 35 U.S.C. 112, second paragraph rejection set forth in the previous Office Action. Therefore, the 35 U.S.C. 112, second paragraph rejection of claim 27 is withdrawn.

#### ***Response to Arguments***

3. Applicant's arguments have been fully considered, but are found unpersuasive. In the Remarks, Applicant argues the following: 1) that Klingman fails to teach creating one or more indices from the obtained ratings, the one or more indices categorizing the consumer according to the obtained ratings; 2) that Klingman fails to teach composing a consumer feedback communication using the obtained ratings.

With respect to argument 1), Examiner respectfully disagrees. Since step (d) of claim 16 does not expressly recite *how* an index is derived to categorize a consumer, rather, that an index is created *according to* the obtained ratings from the consumer, examiner applied the broadest reasonable interpretation. Accordingly, in col. 12, lines

31-51, for example, Klingman discloses grouping consumers who provided lower ratings of a Shakespeare work into a “group of people to whom the work was of little interest.” Likewise, consumers who provided higher ratings of the Shakespeare work were categorized as a group who deemed the work interesting. Therefore, Examiner respectfully submits Klingman does categorize consumers according to their obtained ratings.

With respect to argument 2), Examiner respectfully disagrees. In col. 11, lines 32-50 and Figures 5 and 6, Klingman displays tabulated results from obtained consumer ratings. The ratings are shaded in an x-y graph to indicate the ratings trend for a particular product so that a potential buyer may observe the general acceptance of the product. Therefore, Examiner respectfully submits Klingman does teach composing a consumer feedback communication using the obtained ratings.

Additionally, with regards to Applicant’s arguments concerning claims 21 and 22, the arguments are considered moot as Applicant is arguing that Klingman does not teach certain limitations, which examiner has already conceded in the rejection and which is why a 35 U.S.C. 103 rejection was applied to claims 21 and 22.

In conclusion, Applicant’s arguments have been fully considered, but are found unpersuasive. The rejections are maintained and repeated below.

***Claim Rejections - 35 USC § 102***

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for a patent.

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

5. Claims 16-20, 27 and 55 are rejected under 35 U.S.C. 102(a,e) as being anticipated by Klingman (U.S. 5,950,172).

As per claims 16, 27 and 55, Klingman discloses a computer implemented method, system and computer readable medium storing thereon computer readable instructions for collecting data associated with a consumer, comprising:

(a) a computer-implemented step of selecting a business to which a consumer feedback communication is to be directed (col. 6, lines 56-58; col. 9, lines 10-14 and 41-49; col. 16, lines 33-37; col. 19, lines 1 and 57-64; Figure 4; A consumer purchases a product at a merchant's website. Thus, by linking to the merchant's website, a consumer is selecting a merchant, or business. After purchasing a product, the consumer provides feedback to the merchant by selecting a "score" button on the merchant's website.);

(b) a computer-implemented step of obtaining one or more ratings relating to the business from the consumer (col. 9, lines 30-32; Figure 5; A consumer selects a "score" button to provide ratings for a product.);

(c) a computer-implemented step of composing a consumer feedback communication using the obtained ratings (col. 11, lines 32-50; col. 18, lines 3-7; Figures 5 and 6; The ratings are composed using a graphical interface and then summarized and displayed in graphical formats.); and

(d) a computer-implemented step of creating one or more indices from the obtained ratings, the one or more indices categorizing the consumer according to the obtained ratings (col. 12, lines 1-17 and 44-47; Figure 6; Consumers are categorized according to their ratings. For example, consumers who provided lower ratings of a Shakespeare work are categorized into a "group of people to whom the work was of little interest." Likewise, consumers who provided higher ratings of the Shakespeare work are categorized as a group who deemed the work interesting. ).

As per claim 17, Klingman discloses the method as recited in claim 16, further comprising:

repeating steps (a), (b), and (c) for one or more consumer feedback communications directed to one or more businesses within an industry (col. 16, lines 33-41; Figure 5; Consumers may provide ratings for a number of businesses they have purchased products from as long as the businesses provide the rating feature on their websites.).

As per claim 18, Klingman discloses the method as recited in claim 17, wherein (d) creating one or more indices is performed for the one or more consumer feedback communications such that a single set of indices is associated with the consumer (col. 12, lines 1-17 and 44-47; Figure 6; Consumers are categorized according to their ratings. Items 156, 158 and 160 along the x-axis in Figure 6 indicate the number of consumers that have provided the corresponding rating along the y-axis.).

As per claim 19, Klingman discloses the method as recited in claim 16, further comprising: (e) transmitting the consumer feedback communication to the business (col. 10, lines 17-20; col. 16, lines 28-37; col. 22, lines 63-67; Figure 3; Consumers provide feedback to the merchant via the merchant's website. The scores may be "pushed" or "pulled" by the merchant depending on the arrangement of the merchant's system.).

As per claim 20, Klingman discloses the method as recited in claim 19, further comprising: repeating steps (a), (b), (c), and (e) for one or more consumer feedback communications directed to one or more businesses within an industry (col. 10, lines 17-20; col. 16, lines 28-37; col. 22, lines 63-67; Figure 3; Consumers provide feedback to the merchant via the merchant's website. The scores may be "pushed" or "pulled" by the merchant depending on the arrangement of the merchant's system.).

### ***Claim Rejections - 35 USC § 103***

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the

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invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

7. Claims 21 and 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Klingman (U.S. 5,950,172) as applied to claim 16 above.

As per claims 21 and 22, Klingman discloses the method as recited in claim 16, wherein the obtained ratings include a satisfaction rating (col. 9, lines 10-14) and wherein consumers are categorized according to their ratings (col. 12, lines 44-47). Additionally, Klingman does correspond ranges of values to consumers' sentiments (i.e., a score in the 10's indicates a low satisfaction), where the ranges of values may equate to indices (col. 12, lines 1-8). Klingman does not expressly disclose a future purchase intent, and future word of mouth influence intent, wherein creating one or more indices from the obtained ratings comprises combining the satisfaction rating, the future purchase intent, and the future word of mouth influence intent to create a loyalty index indicating a level of loyalty of the consumer to the business. However, a consumer's satisfaction sentiment is related to their future purchase intent and future word of mouth influence in that if a customer is extremely satisfied with a product, they are more likely to purchase another product from the business in the future as well as be more likely to tell others about the product. Similarly, if a consumer is not satisfied with a product, they are more likely to not purchase another product from the business in the future and not tell others about the product. Thus, a higher satisfaction rating is likely to mean higher consumer loyalty and a lower satisfaction rating is likely to mean lower consumer loyalty. At the time of the invention, it would have been obvious to a person of ordinary skill in the art for the ratings of Klingman to include future purchase

intent and future word of mouth influence since both feelings are related to the product satisfaction sentiment already submitted by consumers and doing so would help to create a perspective for the ratings and provide more meaningful statistical information to interest groups, which is set forth as a goal established by Klingman in col. 12, lines 47-51, thereby enhancing the overall effectiveness of the rating system.

8. Claims 23-26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Klingman (U.S. 5,950,172) as applied to claim 16 above, in view of [www.zagat.com](http://www.zagat.com) (archived version dated May 1999).

As per claims 23 and 25, Klingman does not expressly disclose the method as recited in claim 16 wherein the one or more obtained ratings include an indication of volume of purchase of goods or services by the consumer within a product category associated with the business and further comprising obtaining socio-economic data associated with the consumer, wherein the socioeconomic data includes at least one of income of the consumer and occupation of the consumer and combining the obtained ratings and the socio-economic data to obtain a buyer power index associated with the consumer.

[www.zagat.com](http://www.zagat.com) discloses wherein the ratings include an indication of volume of purchase of goods or services by the consumer within a product category associated with the business (pages 4 and 5; [zagat.com](http://zagat.com) surveys consumers and asks them about their dining frequency per week and their hotel/resort stays per year.); and further: a computer-implemented step of obtaining socio-economic data associated with

the consumer, wherein the socioeconomic data includes at least one of income of the consumer and occupation of the consumer (page 5; zagat.com surveys consumers on their income and occupation.); and

a computer-implemented step of combining the obtained ratings and the socio-economic data to obtain a buyer power index associated with the consumer (pages 5 and 34; zagat.com provides a drop-down menu for consumers to selected the income category, or the buying power index, the consumer best matches.).

At the time of the invention, it would have been obvious to a person of ordinary skill in the art for the rating system of Klingman to obtain the consumer socio-economic data as performed in the www.zagat.com system because doing so establishes profiles for the consumers providing the ratings, which helps to create a perspective for the ratings and provide more meaningful statistical information to interest groups, which is set forth as a goal established by Klingman in col. 12, lines 47-51, thereby enhancing the overall effectiveness of the rating system.

As per claim 24, Klingman does not expressly disclose the method as recited in claim 23, wherein the one or more obtained ratings further comprise an indication of the business' share of the volume of purchase by the consumer of goods or services within the product category. www.zagat.com discloses ratings comprising an indication of the business' share of the volume of purchase by the consumer of goods or services within the product category (page 7; zagat.com provides listings of the top "Ten Most Popular" restaurants, which is an indication of the restaurants' share of volume of purchases by consumers.). At the time of the invention, it would have been obvious to a person of

ordinary skill in the art to combine the rating system of Klingman with the rating system of www.zagat.com for the reasons set forth in the rejection of claim 23 above (i.e., in order to provide more meaningful statistical information, thereby enhancing the overall effectiveness of the rating system).

As per claim 26, Klingman does not expressly disclose the method as recited in claim 25, wherein the one or more obtained ratings further include an indication of frequency of purchase by the consumer of goods or services provided by the business. www.zagat.com discloses ratings including an indication of frequency of purchase by the consumer of goods or services provided by the business (pages 4 and 5; zagat.com surveys consumers and asks them about their dining frequency per week and their hotel/resort stays per year.). At the time of the invention, it would have been obvious to a person of ordinary skill in the art to combine the rating system of Klingman with the rating system of www.zagat.com for the reasons set forth in the rejection of claim 23 above (i.e., in order to provide more meaningful statistical information, thereby enhancing the overall effectiveness of the rating system).

### ***Conclusion***

9. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not

mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to C. Michelle Colon whose telephone number is 571-272-6727. The examiner can normally be reached Monday – Friday from 8:30am to 5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz, can be reached at 571-272-6729.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Any response to this action should be mailed to:

***Commissioner for Patents***

***P.O. Box 1450***

**Alexandria, VA 22313-1450**

or faxed to:

703-872-9306 [Official Communications; including After Final communications labeled "Box AF"]  
571-273-6727 [For status inquiries, draft communication, labeled "Proposed" or "Draft"]

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cmc

October 28, 2005

  
SUSANNA M. DIAZ  
PRIMARY EXAMINER

